

ABSTRACT OF THE DISCLOSURE

A method of brokering networks and network services between network companies and virtual network operators in order to leverage the assets of both organizations and facilitate cooperation between the organizations to provide improved network services to subscribers. A network broker mediates between network companies who provide the physical network, and virtual network operators who provide the content and program applications. The network broker can switch between network companies depending upon issues such as cost and can negotiate better rates based on total traffic of a plurality of virtual network operators. The switching can be transparent to the virtual network operators. The network broker can negotiate better rates by combining the total usage of all the virtual network operators.